

INFORMATION AND COMMUNICATION SERVICES
NIH - TASK ORDER

RFTOP # 57

TITLE: Media Training for NCI Staff

Part I - Request for Task Order Proposals

A. POINT OF CONTACT NAME:

Michelle Smith
Phone: 301-435-3784
Fax: 301-480-0241

Proposal Address

If Using U.S. Postal Service

National Cancer Institute, NIH
EPS, Suite 6117
6120 Executive Blvd. MSC 7196
Bethesda, MD 20892-7196

If hand delivered or delivery service

National Cancer Institute, NIH
EPS, Suite 6117
6120 Executive Blvd
Rockville, MD 20852

Billing Address:

Accounts payable, OFM, NIH
Bldg. 31, Rm. B1B39
Bethesda, MD 20892-2045

B. PROPOSED PERIOD OF PERFORMANCE:

24 months from date of task order award

C. PRICING METHOD:

Cost reimbursement - Estimated Level of Effort is 750 hours of professional time

D. PROPOSAL INSTRUCTIONS:

Please note that this award is restricted to Small Businesses.

Proposals should be submitted to the above POC. Proposals shall be in hard copy with an original and three copies of the technical proposal and an original and one copy of the cost proposal. A signed task order form must be submitted with the proposal. Firm may also submit an electronic copy by email. If doing so, please enter in the subject line the following text, "RFTOP#57 - Proposal."

E. RESPONSE DUE DATE: Monday, May 6, 2002 at 3:00 P.M.

F. TASK DESCRIPTION:

NCI is seeking contract support to provide media training for NCI scientists and program staff. The purpose of the training is to increase staff members' skills and level of comfort in responding to routine interview requests, many of which are conducted by telephone.

Background

The National Cancer Institute, part of the National Institutes of Health, is the primary federal agency for cancer research. An important part of the NCI's mission is to communicate accurate information about cancer and cancer research to the public. One of the Institute's major channels of communications is the mass media. NCI's Mass Media Branch receives about 2,500 requests from journalists each year, and about a third of these are requests for interviews with NCI staff members.

Need for a media training program

Traditional media training at NCI has aimed to prepare researchers for filmed interviews on specific studies or issues. This training is typically provided when a major finding is expected to raise intense media interest. In such cases, NCI has notice weeks or even months in advance of the event and can easily arrange media training for the one or two key staff members who have agreed to be spokespersons for the study.

However, the great majority of interview requests received by NCI do not fall into this category. Most weeks, interview requests range over a wide spectrum of topics. Most do not concern controversial issues or major findings. Many are requests for comments on articles in journals such as the *New England Journal of Medicine* and *Nature*; others are requests for updates on current research in a particular area and others are requests for help in understanding a complex topic. Most are requests for telephone interviews. And most journalists have a deadline of from 24 to 36 hours from the time they request the interview.

NCI needs a media training program that can help its researchers deal with these routine press interviews. The challenge is to create a program that can train numbers of researchers to deal with interviews on different topics, both over the telephone and in front of a camera.

Description of the Work

NCI requires support for general media training to help staff members handle common, day-to-day interview requests, which cover a wide range of topics and most often involve telephone interviews.

Task 1: Media Training

The contractor shall, when directed by OC:

A.Design highly interactive 4- to 5-hour training programs for small groups of five or six staff members.

- Include modules that give *each* trainee opportunities for role-playing and practice of skills being taught
- Include modules that focus on telephone interviews
- Work with OC staff members to identify common issues and topics to form the basis of the practice sessions
- Conduct research on Nexis/Lexis and other databases to develop an understanding of the topics and the kinds of questions media ask about them.
- Develop scripts for the media trainer to use in conducting the role-playing exercises

2. Conduct 15 group training sessions at NCI facilities

- Provide an experienced media trainer to conduct the sessions
- Brief the media trainers on issues and provide scripts for role-playing exercises
- Provide hand-outs, audio and video playbacks
- Obtain participant evaluations of each training session and refine subsequent sessions as appropriate

G. EVALUATION FACTORS

1. Technical Proposal (60 points)

Proposals will be evaluated on the basis of a demonstrated knowledge and understanding of NCI's needs and concerns with regard to media training, a thorough understanding of the objectives and requirements of the tasks to be performed under the contract, and detailed description of the methods for implementation and management of each task. Experience in development of media training sessions for NCI scientists would be highly desirable. Please demonstrate ability to work closely with NCI staff and the designated media trainer to coordinate both the content and the logistics of the training sessions; provide details on how each task and subtask would be implemented and by whom; and a management plan that will ensure smooth coordination of all details.

2. Experience and Competence of Personnel (40 points)

Please document staff qualifications for designing sessions, conducting the background research and writing scripts, managing the project, and conducting media training. In particular, detailed information about the experience of the designated media trainer, demonstrating a successful record of training NCI or NIH scientists, should be included. The proposal should also provide evidence that the manager of the project has experience in the design of media training sessions and in coordination of efforts involving NIH researchers, NIH communications staff, and a media trainer.

H. REPORTING REQUIREMENTS

1. Training Session Reports: Evaluation forms completed by trainees shall be provided after each session.
2. Interim Reports: After every three sessions a brief report on the strengths and weaknesses of the training strategy shall be provided along with recommendations for refinements, if appropriate. The reports should contain the names of the participants, their division and branch, and the research topics that were used in their practice sessions.
3. Final Report: Ten days prior to contract expiration, three copies of a draft final report shall be submitted to the project officer for review and approval. This report shall contain a summary of all work performed during the contract period and shall discuss any problems encountered and their resolution, as well as recommendations and conclusions concerning future media training.
4. Budget and Labor Summaries: Within ten days following the end of each calendar month, a report shall be submitted to the project officer including the following information for the month in question: total direct labor hours authorized, total direct labor hours expended by category, and total direct labor hours not expended. The report shall also give the total estimated cost authorized and the costs expended to date. An additional Budget and Labor Summary providing total costs by category and direct labor hours authorized; total cost by category and direct labor hours expended; and total cost by category and direct labor hours not expended for the entire contract period shall be submitted to the project office prior to the date of contract expiration. This may be done in conjunction with the invoice/voucher process.

PART II - CONTRACTOR'S REPLY:

RFTOP # 57 Media Training for NCI Staff

Task Order # NICS-57 CONTRACT #263-01-D-0 _____

Contractor:

Point of Contact:

Phone-

Fax-

Address:

TOTAL ESTIMATED COST:

Pricing Method: CPFF

TOTAL ESTIMATED NUMBER OF HOURS:

PROPOSED COMPLETION DATE:

FOR THE CONTRACTOR: _____
Signature Date

SOURCE SELECTION:

WE HAVE REVIEWED ALL SUBMITTED PROPOSALS HAVE DETERMINED THIS FIRM SUBMITTED THE BEST OVERALL PROPOSAL AND THE PRICE/COST IS REASONABLE.

Billing Reference # _____

Appropriations Data: _____

(ATTACH OBLIGATING DOCUMENT IF AN ROC WILL NOT BE USED.)

RECOMMENDED: _____
FAX # Signature - Project Officer Date

APPROVED: _____
FAX # Signature - Contracting Officer Date

NIH APPROVAL -

CONTRACTOR SHALL NOT EXCEED THE TASK ORDER AMOUNT WITHOUT THE WRITTEN APPROVAL OF THE CONTRACTING OFFICER & ICS COORDINATOR

APPROVED: _____
Signature -Anthony M. Revenis, J.D., NIH-ICS Coordinator Date